

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62

Vaughan's Seed Co.

18 DESBROSSES STREET
NEW YORK 13, N. Y.

Master Blend®
With Merion Blue,

Delta Blue and Penn Lawn Fescue



BE MODERN!

Sell Modern Lawn Seed Mixtures
SEED MARKET QUOTATIONS
MARKETS ARE HIGHER

August 1, 1959

LIBRARY
RECEIVED
★ AUG 11 1959
U. S. Department of Agriculture

BULK RATE
U. S. POSTAGE

PAID

PERMIT No. 15248
NEW YORK, N. Y.

BIBLIOGRAPHY DIVISION
LIBRARY, U. S. DEPT OF AGRICUL
WASHINGTON 25, D C
TURE

DS

Recleaned Bird Seeds and Grain

Following Prices F.O.B. Our Warehouse, New York, Gross for Net. Bag Lots, Less than Bags at Slightly Higher Price

	Per 100 lbs.
SUNFLOWER	
Sunflower, Small Black	\$13.00
Sunflower, Parrot (Grey Stripped)	15.00
Sunflower, Large (Grey Striped)....	18.00

BIRD SEED

Canary Seed (Extra recleaned).....	9.00
Rape, Large Black	11.00
Millet, Large Yellow	5.75
Millet, Large Red	5.80
Millet, White	5.50

MIXED BIRD SEED

Mixed Canary Seed, containing:	
Canary, Black Rape and Millet	\$11.00
Canary and Black Rape Mixed....	11.50
Love Bird Seed (for Parakeets)....	10.00

OTHER BIRD FOOD INGREDIENTS

Hemp, extra recleaned (Sterilized)	15.00
Peas, Field	6.00
Milo Maize	4.75
Peanut Hearts	13.00

Per
100 lbs.

MISCELLANEOUS GRAINS

Buckwheat	\$ 7.00
Hulled Oats	7.50
Flax, Whole	12.00
Seed Rye 1000 lbs. 45.00	5.00

VAUGHAN'S WILD BIRD SEED

(Duryea Formula)

Contains All Bird Seeds - No Fillers or Screenings

A—Packed in 100 lb. bags	7.50
B—Packed in 100 lb. bags	8.00
(B includes 20 empty 5 lb. printed paper bags)	
C—Packed 20-5 lb. bags	9.00

When ordering Wild Bird Seed be sure to specify whether you desire A, B, or C method of packing.

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKer 5-4555 or BARclay 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

Phone BARclay 7-4900

New York 13, N. Y.

August 1, 1959

Vaughan's MASTER BLEND Merion Formula

Once again, Vaughan's offers the finest all-around lawn grass formula ever developed . . . a blend of three new, improved grasses selected as Champions by National Turf Research.

Merion Kentucky Blue Grass is a distinct variety found growing on a tee of the Merion Golf Club near Philadelphia. Its exceptional color, vigor and other advantages attracted interest and resulted in tests by experiment stations, golf clubs and private growers all over the U.S.A. Vaughan's pioneered the commercial development of this new variety, now judged superior to common Kentucky Blue Grass by most authorities. More than a million seeds of this famous variety are found in every pound of MASTER BLEND Merion Formula.

Delta Kentucky Blue Grass, a variety recently discovered in Canada, is known for exceptional seedling vigor. Delta was added to Master Blend because it starts growing more quickly than other perennial grasses and provides early cover to hold down weeds and shelter the slower-to-germinate Merion.

Pennlawn Creeping Red Fescue, a hybrid grass bred at Pennsylvania State University, was added to the Master Blend Formula because it provides thick green cover for shady places and sandy soil and shows excellent heat and disease resistance.

The result is a beautiful lawn . . . a tough lawn . . . a lawn which rolls out a green carpet under more different conditions of soil and climate and shade. No wonder Vaughan's Master Blend Merion Formula is creating a sensation from coast to coast!

OTHER Vaughan's MIXTURES FOR FALL 1959

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.



VAUGHAN'S PARKS FORMULA

NOW CONTAINS DELTA BLUE GRASS,
THE NEW BLUE GRASS DEVELOPED FOR
SEEDING VIGOR

1 lb. cartons . . . (Retail \$1.45) . . .	\$21.50 per case of 25
3 lb. cartons . . . (Retail \$4.30) . . .	\$40.32 per case of 16
5 lb. bags (Retail \$7.10) . . .	\$41.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$81.00	100 lb. lots . . . \$78.00
50 and 25 lb. bags . . . \$80.00	500 lb. lots . . . \$77.00

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

Especially adapted for medium shade and sandy soils.

1 lb. cartons (Retail \$ 1.25) . . .	\$18.50 per case of 25
3 lb. cartons (Retail \$ 3.70) . . .	\$34.56 per case of 16
5 lb. bags (Retail \$ 6.10) . . .	\$35.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$69.00	100 lb. lots . . . \$66.00
50 and 25 lb. bags . . . \$68.00	500 lb. lots . . . \$65.00

VAUGHAN'S DENSE SHADE FORMULA

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade.

1 lb. cartons (Retail \$ 1.25) . . .	\$18.50 per case of 25
3 lb. cartons (Retail \$ 3.70) . . .	\$34.56 per case of 16
5 lb. bags (Retail \$ 6.10) . . .	\$35.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$69.00	100 lb. lots . . . \$66.00
50 and 25 lb. bags . . . \$68.00	500 lb. lots . . . \$65.00

VAUGHAN'S PRIVATE ESTATE

Now Contains Merion Ky. Bluegrass — It Stays Green

This is a top quality lawn seed mixture of permanent fine-bladed grasses.

	Retail Prices	Dealer Price
1 lb.	\$ 1.75	\$26.25 per case of 25
3 lbs.	5.20	49.60 per case of 16
5 lbs.	8.50	50.00 per case of 10
Per 100 lbs.		
10 and 25 lb. bags	\$97.00	50 and 100 bags \$95.00

VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. All of higher qualities than standards.

	Retail Prices	Dealer Price
1 lb.	\$ 1.25	\$17.50 per case of 25
5 lbs.	6.00	32.50 per bale of 10
25 lbs.	27.50	lots of 2 or more \$16.00 each
		\$60.00 per 100 lbs.



VAUGHAN'S EXCEL LAWN MIXTURE

1 lb. cartons . . . (Retail \$.90) . . .	\$13.50 per case of 25
3 lb. cartons . . . (Retail \$2.65) . . .	\$24.96 per case of 16
5 lb. bags (Retail \$4.35) . . .	\$25.00 per bale of 10
25 lb. bags . . . \$4.48 per lb.	100 lbs. \$46.00 500 lbs. \$225.00

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

BE MODERN! Sell Modern Lawn Seed Mixtures

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

18 DESBROSSES STREET, NEW YORK 13, N. Y.

PHONE

Walker 5-4555

BARclay 7-4900 Ext. 2

August 1, 1959

We quote today's values, subject to market changes, f.o.b. warehouse New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight. All orders are accepted with the understanding that prices in effect at that time will prevail.

Crops on many grasses are turning out poorly and markets are higher

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See other pages for additional grass and bird seeds.

RED CLOVER		Per 100 lbs.	ROUGH BLUE GRASS		Per 100 lbs.	LAWN MIXTURES		Per 100 lbs.
Medium, purity 99%	43.00		Poa Trivialis 90%	45.00		Prepaid on 300 lbs. or over.		
Pennscott			Poa Trivialis 95%	48.00		Quick Result Mixture		
ALSIKE CLOVER			RYE GRASSES			Composed of Quick Growing Grasses		
Extra Fancy, purity 99%	30.00		Common Ryegrass	13.00		in bulk	20.00	
ALFALFA			Italian Ryegrass (Domestic)	13.00		in 5 lb. bags	25.00	
Northern, purity 99%	38.00		in 5 lb. bags	17.00		*Columbia Park		
Grimm, purity 99%	38.00		Perennial or English Rye Grass	17.50		in bulk	25.00	
Buffalo Alfalfa (certified)	41.00		in 5 lb. bags	21.50		*Yorkshire Park (Formerly		
Ranger Alfalfa (certified)	37.00					"Gramercy Park") in bulk	30.00	
Atlantic Alfalfa (certified)	58.00		BENT GRASSES			*Duryea's Central Park Choice		
Du Puits (certified)	68.00		Astoria Colonial Bent	55.00		in bulk	45.00	
Vernal (certified)			Colonial Bent Blue Tag	105.00		*Old Homestead		
Narragansett (certified)			Seaside Bent	30.00		in bulk (No Clover)	47.00	
WHITE CLOVER			Highland Bent	125.00		*Duryea's Evergreen		
Extra Fancy	60.00		Mixed Bent (South German)	Ask		in bulk	55.00	
Packed in 1 lb. carton \$9.60 per dozen.			Penncross Creeping Bent	Ask		*Duryea's Superior		
Packed in 1/2 lb. bags, \$5.50 per dozen.			Velvet Bent	Ask		in bulk	62.00	
Ladino White Clover (certified)	68.00		RED AND TALL FESCUES			*Shady Spot		
New Zealand White Clover	65.00		Chewing Fescue (Domestic)	45.00		fancy, in bulk	45.00	
Kent Wild White Clover	80.00		Creeping Red Fescue (Domestic)	47.00		Athletic Mixture	57.00	
OTHER CLOVERS			Creeping Red Fescue (Imported)	50.00		*Indicates brands put up in 1, 2 and 5 lb. bags at extra cost of:		
Sweet Clover	19.00		Illahoe Creeping Red Fescue	52.00		10.00 per 100 lbs. for 1 lb. bags		
Birdfoot Trefoil Imported	75.00		Penn Lawn Fescue	25.00		7.00 per 100 lbs. for 2 lb. bags		
Empire Birdfoot Trefoil			Alta Tall Fescue	24.00		5.00 per 100 lbs. for 5 lb. bags		
Inoculation for Clovers and Alfalfa			Kentucky 31 Tall Fescue	Ask		GRASS MIXTURES		
35c Bus. Size (Case Lots)			Hard Fescue Blue Tag	Ask		For Hay and Pasture	35.00	
TIMOTHY			HAY GRASSES			INOCULATION		
Fancy, purity 99.65% (short supply)	27.50		Meadow Fescue	Ask		LEGUME-AID (Powder Form)		
TIMOTHY & ALSIKE (mixed)			Orchard Grass	36.00		1 bu. size Alfalfa and		
Containing 20% Alsike	31.50		Brome Grass (Lincoln)	28.00		All Clovers and Trefoil	.35 each	
REDTOP			MISCELLANEOUS			2 1/2 bush.	.70 each	
Solid Seed, purity 92%	47.00		Dwarf Essex Rape	12.50		2 bu. size Soy Beans	.26 each	
Solid Seed, purity 95%	49.00		Hairy or Winter Vetch	22.00		Pkt. Birdsfoot Trefoil	.20 each	
Solid Seed, purity 98%	52.00		Canada Field Peas for Seeding	9.00		Prices Are For Case Lots		
BLUE GRASS			Sudan Grass (Piper)	12.50		ASK FOR PRICES ON:		
Kentucky, fancy, purity 85%	58.00		Black Wilson Soy Beans	7.00		LONG ISLAND MIXTURE		
Kentucky, extra fancy, purity 90%	63.00		Bermuda Grass	Ask		MEETS BASIC RECOMMENDATIONS		
Kentucky, superfine, purity 98%	68.00		U-3 Bermuda	3.75		of the L. I. AGRICULTURAL INSTITUTE		
Canada Blue, fancy	75.00		MILLETS			Packed in 5 lb. cotton bags and		
Merion Kentucky Blue	195.00		Golden	11.00		100 lb. burlap bags		
Delta Kentucky Blue	Ask		Japanese	8.00		NEW JERSEY STANDARD MIXTURES		
Aboretum Kentucky Blue	Ask		MISCELLANEOUS GRAINS			100 lb. burlap bags		
			Seed Buckwheat	7.00		Special Mixtures		
			Hulled Oats	7.00				
			Flax, Whole	12.00				
			Seed Rye	1000 lbs. \$45.00	5.00			

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."



Vaughan's ONE SHOT

MERION FERTILIZER

20 - 5 - 5

The revolutionary new fertilizer that supplies adequate amounts of plant food in the proper proportions. Full 20 units of nitrogen, from many sources including organics and urea formaldehyde compounds.

Research on the needs of grasses since World War II has shown that a really balanced grass turf fertilizer should contain about four times as much nitrogen as phosphorus and potash. Experts agree that a 4-1-1 ratio is about right for lawns that were formerly overfed with phosphorus and potash by the older formulas such as 5-10-5 or 4-12-4. With Vaughan's One Shot Merion Fertilizer you have quick and slow releasing forms of nitrogen thus giving you a fertilizer that will feed over the entire season.

A proven sales getter at full 40% mark up. Now offered with full direction for Fall application.

Size	Packed	Wt.	Cost	Retail
50 lbs.	10	510	\$53.70	\$8.95

VAUGHAN'S NEW SPECIALTIES

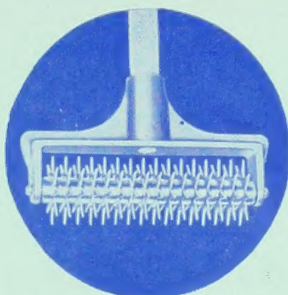
VAUGHAN'S MERION BLUE GRASS SEEDER



New scientific garden tool that saves time and money. Insures a uniform seeding by a steady continuous spreading of lawn seed. Can be also used for Grub proofing of Lawns by spreading Dieldrin, Chlordane, Dry Fertilizers or Powdered Weed Killers.

RETAIL EACH	\$4.95
YOUR COST EACH	\$3.30

VAUGHAN'S LAWNOVATER



The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil. Just sow the seed — then roll Lawnovater over surface.

RETAIL EACH	\$4.95
CASE OF 4	\$11.88

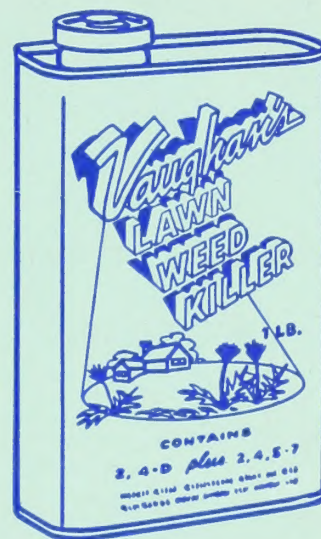
VAUGHAN'S FORMULA Z TURF FUNGICIDE

TURF FUNGICIDE. This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.



Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
\$304	8 oz.	12	12 lbs.	\$25.20	\$ 3.50
	5 lbs.	1	5 lbs.	14.85	24.75

VAUGHAN'S LAWN WEED KILLER



Of all the weed killing chemicals, the original discovery, 2-4-D is the most dependable. It does its work with rarely a failure, clearing your lawn of broad leaved weeds, and keeping your grounds free of almost all unwanted plant growths. VAUGHAN'S LAWN WEED KILLER contains 2-4-D plus 2-4-5-T, which makes it fatal to woody plants as well as weeds. Poison oak, poison ivy, cherry, honeysuckle and others are easily exterminated.

8-Oz. covers 1,500 sq. ft., retails at \$1.00,	
carton of 24	\$14.40
Quarts covers 5,000 sq. ft., retails at \$2.75,	
cartons of 12	\$19.80

Vaughan's MASTER BLEND

Merion Formula



EXPERTS PICK MERION FOR LAWNS AND PLAY GROUNDS

Contains 3 latest grasses, developed by scientists

- Grows greener . . . stays greener all summer
- Stands closer, less frequent mowing
- Produces thicker turf . . . spreads faster
- Crowds out crabgrass and other weeds better
- Resists leaf spot and other diseases
- Deeper, stronger roots resists drouth and heat . . . need less watering
- Broader, sturdier leaves withstand wear better than other luxury-look grasses
- 100% Perennial Grasses . . . 42% Merion Kentucky Blue Grass plus Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue
- Costs less because it goes farther . . . sow 1 lb. per 750 sq. ft. . . . only 1/3 as much as standard blue grass mixtures.

MERION FORMULA—100% PERENNIAL GRASSES

Contains over 1,000,000 seeds of pure Merion strain of Kentucky Blue Grass, plus Delta Kentucky Blue Grass, plus Pennlawn Creeping Red Fescue and Red Top.

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.	\$ 2.49	Case 25/1 lb.	\$37.50	25 lb. bag	\$ 58.50	Bag 1/25 lb.	\$35.75
3 lb. ctns.	7.45	Case 16/3 lb.	70.56	50 lb. bag	116.00	Bag 1/50 lb.	70.50
5 lb. bag	12.25	Bale 10/5 lb.	72.50	100 lb. bag	230.00	Bag 1/100 lb.	140.00
10 lb. bag	24.00	Bale 2/10 lb.	28.60	Broken Cases 2c per lb. higher			

MERION STRAIGHT

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.	\$ 2.95	Case 25/1 lb.	51.25	25 lb. bag	\$ 70.00	Bag 1/25 lb.	49.25
3 lb. ctns.	8.75	Case 16/3 lb.	96.96	50 lb. bag	138.00	Bag 1/50 lb.	98.00
5 lb. bag	14.50	Bale 10/5 lb.	100.00	100 lb. bag	275.00	Bag 1/100 lb.	195.00
10 lb. bag	28.50	Bale 2/10 lb.	39.60	Broken Cases 2c per lb. higher			

Vaughan's "SODAR"® CRAB GRASS KILLER

VAUGHAN'S CRAB GRASS KILLER

(SODAR)®

Best Of All And Costs Less



The effective way in removing crab grass and chick weed without the slightest injury to the turf grasses. It is far more economical and easier for an amateur to apply. The chemical which performs so well is Di Sodium Monomethyl Arsonate. It can be applied early or late in the season, on young plants. A sprinkling can works well on small lawns, and pressure sprayers on larger areas. One treatment kills young plants, mature plants may need two. 4 ounce, treats 1,000 sq. ft. retails at

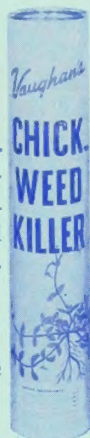
Size	Packed	Wt.	Dealers Cost	Retail
4 oz.	12	9 lbs.	\$ 9.00	\$ 1.25
1 lb.	12	18 lbs.	25.20	3.50
5 lbs.	1	5 lbs.	9.85	14.75
5 lbs.	2	10 lbs.	17.70	14.75

Also available in 20, 40 and 100 lb. size drums

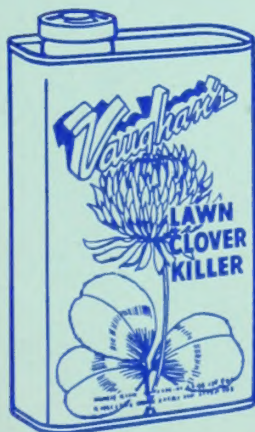
VAUGHAN'S NEW CHICKWEED KILLER

A positive destroyer of chickweed (also clover) for dry application. Contains new ingredients developed by Vaughan's. Packaged in handy new shaker-type container for quick and easy application without special equipment. Safe to use, will not harm the finest grass. 1 can enough to spot treat average lawn.

Cat No.	Packed	Dealers Cost	Retail
S167	12	\$6.98	97c



VAUGHAN'S LAWN CLOVER KILLER



For those who object to clover's white blossoms, and susceptibility to disease. Contains 2, 4, 5T plus other ingredients to penetrate and kill tough stems of old clover. Will not harm grass when used as directed. 8 oz. covers 1,500 sq. ft. Now, Vaughan's Lawn Clover Killer can be recommended for the control of this pest, without injury to turf.

Size	Packed	Wt.	Dealers Cost	Retail
8 oz.	24	22 lbs.	\$18.00	\$1.25

VAUGHAN'S LIQUID SUPER (SODAR)®

For Quick Kill Of Crab Grass



This high-power version of SODAR®, the crab grass killer, comes in liquid form and should be applied with a sprayer. You can see the crab grass plants lose color as it hits them, and complete destruction takes place in a matter of hours, not days. Full instructions come with it. It will quickly clear a heavily infested space where you may want to make a new lawn. 1 pint covers 1500 sq. ft. 1 pint retails at \$2.35.

Size	Packed	Wt.	Dealers Cost	Retail
1 pt.	12	20 lbs.	\$16.92	\$2.35
1 qt.	12	35 lbs.	28.44	3.95

® KO Combines Sodar® and 2, 4D READY TO SPREAD

Here's Vaughan's SODAR®, deadliest enemy of crab grass, and 2,4D, fatal to other lawn weeds, now combined in one dry formulation for easy application. 9 lbs. treats 2,500 sq. ft., 18 lbs. treats 5,000 sq. ft.

*Registration Apld. U. S. Pat. Off.

Cat. No.	Packed	Wt.	Dealer Cost	Retail ea.
S-378	1	9 lb.	\$2.64	\$3.95
S-378	4	36 lb.	9.48	3.95
S-378	1	18 lb.	4.64	6.95
S-378	2	36 lb.	8.34	6.95

Prepaid in lots of \$75.00 or more.

*KO...

GUARANTEED
CONTROL FOR

Crab Grass	Hen Bit
Chickweed	Moneywort
Black Medic	Pigweed
Burdock	Plantain
Dandelion	Purslane
Fleabane	Ragweed
Goosegrass	Yarrow

and many others



VAUGHAN'S SEED COMPANY

MAIN OFFICE

85 WHITE STREET, NEW YORK 13, N. Y.

For Supplies, Flower and Vegetable Seeds and Bulbs BARclay 7-4900

Wholesale Grass Division 18 Desbrosses St., New York 13, N. Y.

Walker 5-4555 or BARclay 7-4900 Ext. 2

